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Mot Hennessy USA promotes responsible spirit sales through PSA

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Veuve Clicquot Scream Your Love megaphone

By STAFF REPORTS

Mot Hennessy USA and fine alcohol distributor The Charmer Sunbelt Group are working to raise awareness for the dangers and health concerns associated with serving alcohol to underage consumers.

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The partnership will promote the Federal Trade Commission and The Century Council's "We Don't Serve Teens" campaign in the New York area, with the centerpiece a PSA from Sen. Kristen Gillibrand. Taking a stand on an issue that directly relates to its products may help the association stick in consumers' minds.

Public platform

We Don't Serve Teens takes into account the fact that most teens get alcohol from social sources, whether their friends, siblings or parents. Recognizing this, the campaign is more aimed at consumers rather than distributors, helping to relay the safety hazards and legal concerns associated with giving alcohol to underage drinkers.

From early October through the end of the year, advertisements spanning outdoor, print, online, video and radio will play in New York's five boroughs and select locations in upstate New York. In addition, points of sale such as liquor stores, bars and restaurants will have signage in the form of window decals and posters.

Charmer Sunbelt will also create a mobile billboard by wrapping its delivery trucks in campaign messaging.

In a short online and radio PSA, Ms. Gillibrand urges consumers not to partake in the "unsafe," "illegal" and "irresponsible" behavior. She also directs them to the campaign page, DontServeTeens.gov.

We Don't Serve Teens PSA with New York Senator Kirsten Gillibrand from Mot Hennessy USA

Jim Clerkin, president and CEO of Mot Hennessy USA, said in a statement, "The education of parents and underage drinkers is paramount and it is our responsibility to continuously communicate the We Don't Serve Teens message which raises awareness for this important program and hopefully reduces the number of incidents that occur as a result of serving alcohol to young people under 21 years of age."

This is not the first time that Mot Hennessy USA has worked with the FTC on its platform ([see story](#)).

Brands in other sectors have similarly reached out with efforts to protect an impressionable teen audience.

Mercedes-Benz brought its Teen Driving Academy to San Diego to offer driver education and training through its

Department of Motor Vehicle-certified Mercedes-Benz Driving Academy beginning in mid-2014.

The program aims to instill decision-making skills into young drivers and help parents refine their educational techniques. By including parents and their children, Mercedes intends to create a familial team that increases the chances of enduring judiciousness behind the wheel ([see story](#)).

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